

Our Process



Pay-Per-Click (PPC)



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Step 1

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Identify a target

We first work with you to ascertain your business goals, and then we identify a strategy to achieve them. This includes setting an average cost per sale/acquisition (CPA) to work towards as well as a set monthly budget.

Ad group ideas	Keyword ideas	
Search terms		Avg. monthly searches [?] Competition [?]
mens shoes		2.400 High
womens boots		1.900 High
mens boots		1.600 High
womens shoes		1.000 High
womens running shoes		260 High
mens running shoes		170 High
mens sneakers		110 High
womens sneakers		70 High
womens high tops		70 High
mens high tops		30 High
mens jogging shoes		10 Medium

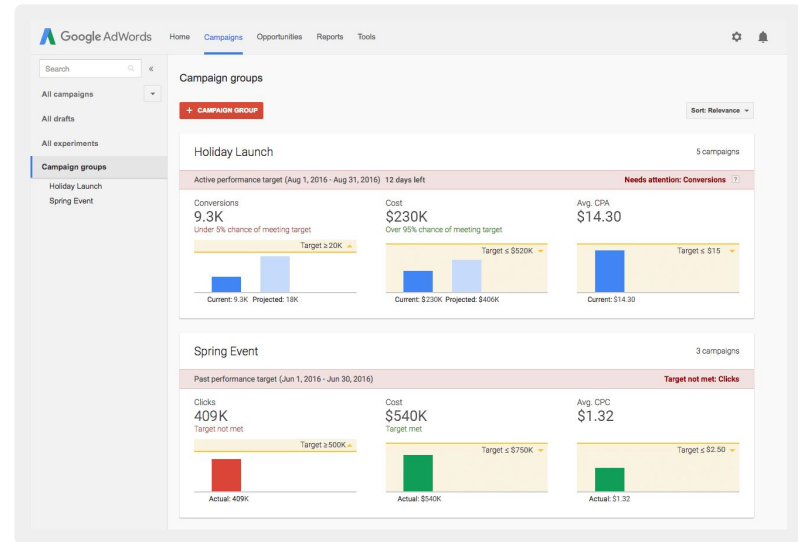
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Build campaigns

We then build the campaigns which will ultimately drive traffic to the business' website, going deep on keyword research and structuring the campaigns as efficiently as possible.



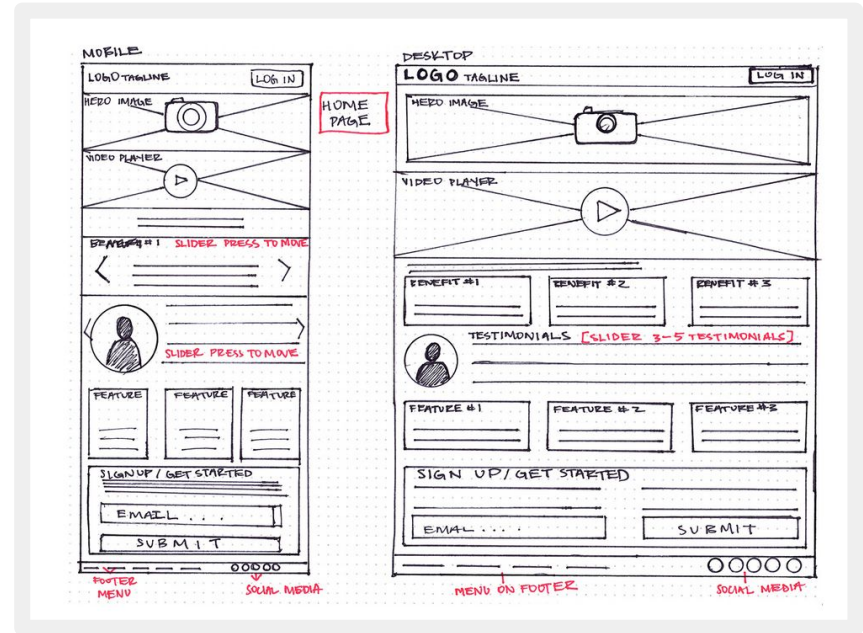
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Step 4

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Landing Pages

We'll create & upload new keyword-targeted service landing pages, which'll contain new, professionally-written, keyword-optimised copy.



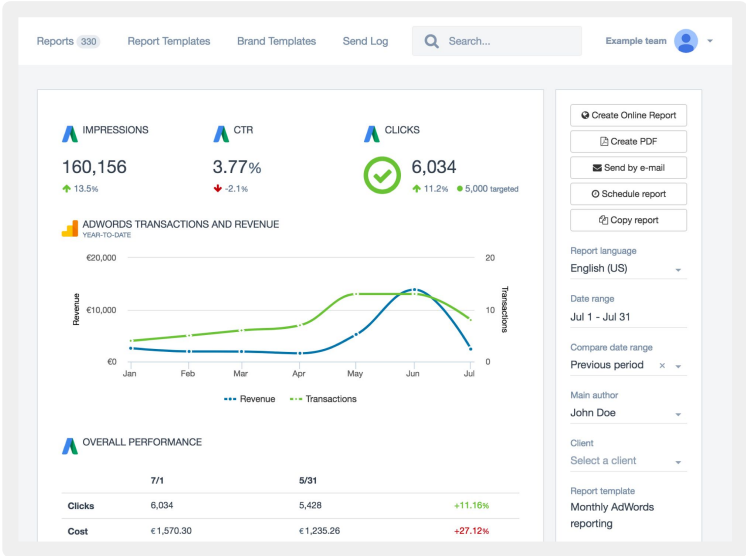
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Campaign Launch & Management

When the build is fully finalised & uploaded, we'll set it live. Throughout the campaign, we'll constantly monitor things such as click-through-rates, bounce rates and overall conversions.

By monitoring in real time, we're able to tweak the Ads to stay above and beyond your competitors.



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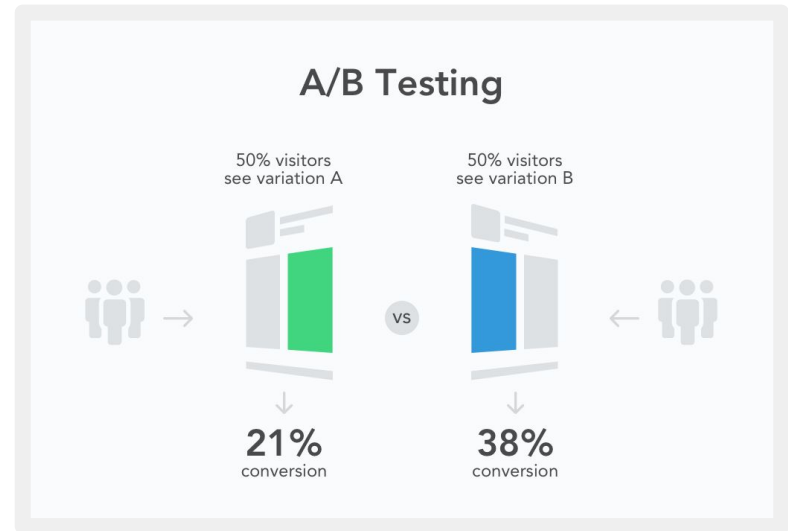
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A/B Testing

Split testing is another method that allows us to see how well customers are engaging with particular Ads and landing pages.

Based on this, we can find the right combinations to directly improve conversion rates.



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Step 7

Tracking Progress

Throughout the process, we provide progress updates to let you know what stage we're at, and what success we're seeing so far.

This keeps the process fully transparent and allows us to further refine the process as we go, enabling even better results.

